

LICENSEE

News and Updates from the Virginia Department of Alcoholic Beverage Control, Winter 2010, vol. 16, no. 1

2009 Licensee Survey Results

DURING May and June, 800 licensees completed an ABC survey conducted by the Virginia Commonwealth University (VCU) Survey and Evaluation Research Lab. Similar to surveys completed in 2002, 2004 and 2006, interviewers asked questions about the following:

- Virginia ABC's mission;
- ABC's Bureau of Law Enforcement agents and inspections;
- awareness of and satisfaction with ABC services (including the newsletter); and
- Web site usage and an evaluation of ABC stores.

The majority of ratings were very positive. Particular attention is being devoted to licensees' suggestions for improvement.

Licensee Newsletter

In regard to the newsletter, the Editorial Board met in October, reviewed the survey responses and decided to implement the following:

- more attention will be given to writing in "plain language";
- instead of providing a long list of violations and resulting penalties, a few cases will be explored in greater detail;
- increase interactive communication with licensees, including soliciting and answering frequently asked questions; and
- a continued focus on articles that have a practical application for licensees—ideally to enhance compliance and understanding of laws and regulations.

The final issue related to improving the newsletter echoes the overall theme of licensees' suggestions, greater use of avail-

able technology. Many licensees recommended using e-mail to distribute the newsletter. The Editorial Board agrees electronic distribution would provide many benefits. ABC personnel will meet to determine whether resources are available to implement this change. (Please note: Any transition to electronic distribution would be done with plenty of advance notice to licensees. Most likely there would be a transition period of at least one year, or four printed issues of the newsletter, to avoid confusing or losing newsletter readers.)

Web and Social Media

Licensees' Web site usage, currently at 36 percent, has increased steadily from 17 percent in 2004 and 25 percent in 2006. The top reasons licensees consulted the Web site during 2009 were to research: product or pricelist information, licensing and renewal information, alcohol education or abuse prevention information, laws and regulations, or to download forms.


The 2009 licensee survey is just one of the tools ABC uses to evaluate our programs and progress.


We encourage all licensees to provide feedback to assist us in serving you and accomplishing our mission.

Since the Web site is becoming ABC's main means of communicating with the public and licensees, a Web team is prioritizing projects to improve site content and navigation. The Public Affairs staff is also assessing new technologies and trends such as Facebook and Twitter, and further developing postings on YouTube.

("Licensee Survey Results," continued on page 6)

Update on 2010 "Do Not Sell" Stickers. See page 3.

ALCOHOL

DO NOT SELL
21 is the Legal Age
Expires 12/31/10

If you weren't born on or before TODAY'S DATE in 1989 then you CAN'T buy ALCOHOL!


TOBACCO

DO NOT SELL
18 is the Legal Age
Expires 12/31/10

If you weren't born on or before TODAY'S DATE in 1992 then you CAN'T buy TOBACCO!




LICENSEE

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Licensee is a quarterly publication for licensees of the Virginia Department of Alcoholic Beverage Control (ABC).

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Virginia ABC

Virginia ABC is online at www.abc.virginia.gov.

Virginia ABC is . . .

- a public safety agency with law enforcement responsibilities.
- a major source of revenue for the Commonwealth.
- an efficient retail business.
- a provider of educational and prevention programs.
- an administrative hearing agency.



**VIRGINIA DEPARTMENT OF
ALCOHOLIC BEVERAGE CONTROL**



**Governor
Timothy M. Kaine**



Do you have four minutes to protect your business and employees?



Log on to www.youtube.com/vaabc and view the "Ask 4 ID" four-minute training video. Related "Ask 4 ID" posters and stickers can be ordered through ABC's Web site.

Compliance Tip: Thumb It!

Occasionally people charged with underage alcohol sales will say they looked at the "tobacco date" instead of the "alcohol date." To avoid confusion, when selling alcohol, cover the "UNDER 18 UNTIL" information on a Virginia driver's license or ID card with your thumb, and focus on the "UNDER 21 UNTIL" date. Most importantly, take your time! Don't put yourself at risk for making an underage sale!



All licensees are encouraged to ask questions and provide comments and suggestions on an ongoing basis: If you have a question or suggestion for an article in the *Licensee* newsletter, please e-mail pubrel@abc.virginia.gov or call (804) 213-4413. We're eager to receive your ideas and comments.

—The *Licensee* Newsletter Editorial Board

"Do Not Sell" Stickers Ready for January 2010



COMMONWEALTH of VIRGINIA

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December 2009

Dear ABC Licensees:

We are closing out the calendar year with some good news: the compliance rate for the alcohol underage buyer program is up four percentage points to 90 percent compliance. We commend you on your efforts and look forward to working in partnership towards an even higher compliance rate in 2010!

As a public safety agency, we are committed to providing you with the information and tools you need to achieve and maintain compliance. The 2010 "Do Not Sell" stickers are now available. They are effective January 1, 2010 and will expire on December 31, 2010.

The stickers have a smear-resistant coating to help prevent fading and to minimize damage from cleaning solution spray. If you need additional stickers, please e-mail or call the ABC Public Affairs office at pubrel@abc.virginia.gov or (804) 213-4418.

Please visit the Licensee Resources Section on our Web site www.abc.virginia.gov. You will find detailed information on compliance issues and ABC training and resources. We continuously update our Web content so please let us know if you have suggestions for new topics.

Very importantly, if you have access to YouTube, go to www.youtube.com/vaabc and watch our four-minute "Ask 4 ID" training video. If possible, view this video with your staff and discuss all strategies for avoiding underage sales.

We wish you a safe, healthy and prosperous year.

Sincerely,

Susan R. Swecker
Chair

Franklin P. Hall
Commissioner

William J. Pantele
Commissioner

2010 STICKERS ENCLOSED. PLEASE BEGIN USING ON JANUARY 1. ▶

 <p>ALCOHOL</p> <p>If you weren't born on or before TODAY'S DATE in 1989 then you CAN'T buy ALCOHOL!</p> <p>DO NOT SELL 21 is the Legal Age Expires 12/31/10</p>	 <p>TOBACCO</p> <p>If you weren't born on or before TODAY'S DATE in 1992 then you CAN'T buy TOBACCO!</p> <p>DO NOT SELL 18 is the Legal Age Expires 12/31/10</p>
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Restaurants and Smoking in Virginia

Governor Kaine signed legislation earlier this year that prohibits smoking in restaurants. Below are some frequently asked questions, with answers provided by the Virginia Department of Health (VDH).

Q: When does the new law take effect?

A: December 1, 2009.

Q: What are the key provisions of the law?

A: Effective December 1, 2009, smoking will be prohibited in restaurants that are open to the public with a few exceptions.

Q: What kinds of establishments are exempt from the law?

- A:**
- Any place or operation that prepares or stores food for distribution to persons of the same business operation or of a related business operation for service to the public. Examples include operations that prepare food for catering services, pushcart operations, hotdog stands or other mobile points of service.
 - Any outdoor area of a restaurant, with or without a roof covering, provided the outdoor area is not enclosed by temporary enclosures.
 - Any restaurant located on the premises of any manufacturer of tobacco products.
 - Any portion of a restaurant that is constructed in a manner that the area where smoking is permitted is (i) structurally separated from the non-smoking areas of the restaurant and (ii) separately vented to prevent the recirculation of air from the smoking area to the non-smoking area. At least one public entrance must be into an area where smoking is not permitted.
 - Any portion of a restaurant that is used exclusively for private functions provided the functions are limited to those areas that are structurally separate and vented separately as described above.

Smoking Ban Takes Effect December 1, 2009



Gov. Timothy M. Kaine joined dining patrons and community leaders across Virginia on October 8 to highlight restaurants that have already gone smoke-free. The Governor and State Health Commissioner Dr. Karen Remley visited Panera Bread in Norfolk, Perly's in Richmond, Table 50 in Roanoke (pictured here) and El Pueblo Restaurant in Burke. Photo by Robert Parker.

More information is available from the VDH Web site:
www.vdh.virginia.gov/news/Alerts/SmokingBan/100809.htm

Breathe easy, Va.



VIRGINIA DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL
PLEASE DRINK RESPONSIBLY

Gift Card

Take the Guesswork out of Giving

Virginia ABC gift cards can be purchased in any amount from \$10 to \$500, have no fees or expiration date and are reloadable. They may be purchased and redeemed at any of our more than 300 Virginia ABC store locations.

Alcohol Seller/Server Training Approval

VIRGINIA ABC has established an approval process for any alcohol server-training course pursuant to 4.1-227, E. In order to submit your training program for approval you must complete the following steps:

1. Review the Alcohol Seller/Server Training Evaluation form to make sure your program meets the listed criteria, then complete the Seller/Server Training Data form. These forms can be downloaded from ABC's Web site. Go to the "Licensee Resources" section and click on "Seller/Server Training Approval."

2. Submit the Alcohol Seller/Server Training Data form and a copy of your training program for review.
3. Submit three (3) copies of the program in its presentation format (PowerPoint, video, online, etc.), as well as three copies of manuals and other written materials. For online programs, please provide log-in and password information or a copy of the program on a CD.

Failure to submit the appropriate documents will result in your program being denied. Please allow 45 days for the approval process to be completed. The pro-

cessing time will take longer if additional information is needed. Send your request to: Virginia Department of Alcoholic Beverage Control, Education Section P.O. Box 27491, Richmond, VA 23261 or education@abc.virginia.gov for e-mail.

Once approved, it will be your responsibility to keep your program updated with changes to Virginia's codes and regulations, and to maintain all records of training classes conducted. ♦

www.abc.virginia.gov

New ABC Store Product Listings

New	Prod. Code	Name	Size
bourbon	19015	Jeremiah Weed Blended Bourbon	750ml
bourbon	20116	Old Grand Dad 114	750ml
bourbon	27080	Ri 1 Rye	750ml
bourbon	27116	Wild Turkey 101 Rye	750ml
bourbon	76034	Junior Johnson's Midnight Moon Lightning Lemonade	750ml
bourbon	990	Wasmund Rye with Barrel	—
bourbon	992	Wasmund Single Malt with Barrel	—
Canadian	10806	Canadian Club Sherry Cask	750ml
Canadian	10890	Forty Creek Barrel Select	750ml
cocktails	57108	Burnett's Cosmo Cocktail	1.75L
cocktails	57110	Burnett's Margarita Cocktail	1.75L
cocktails	62390	Margaritaville Classic Mojito	1.75L
cocktails	62392	Margaritaville Classic Pomegranate Mojito	1.75L
cocktails	63859	UV Blue Raspberry Lemonade Cocktail	1.75L
cocktails	59153	1800 RTD Pomegranate	1.75L
cocktails	77420	Stinky Gringo Margarita	1.75L
cordials	73702	Evan Williams Honey reserve	750ml
cordials	27557	Seagram's 7 Dark Honey	750ml
Irish	15670	John L Sullivan Irish Whiskey	750ml
mixers	997292	Herradura Agave Nectar	23.2 oz
rum	42421	Seagram's Brazilian Rum Citrus	750ml
rum	42863	Seagram's Brazilian Rum	750ml
rum	43079	Admiral Nelson's Spiced Rum 101	1.75L
rum	43546	Don Q Cristal	750ml
rum	42519	Cuca Fresca Gold Cachaca	750ml
rum	42849	Plantation Grande reserve 5 yr	750ml
rum	43256	Parrot Bay Coconut 90	750ml
rum	46504	Kracken Black Spiced Rum	750ml
rum	42917	Sunset Very Strong Rum	750ml
scotch	5433	Laphroaig Quarter Cask	750ml
scotch	5078	Glenmorangie Astar	750ml
tequila	87048	Agavales 100 Agave Silver	1.75L
vodka	38060	V6 Vodka	750ml
vodka	35279	Hammer & Sickle Vodka	750ml
vodka	35479	Integre Vodka	750ml
vodka	35495	Pinnacle Cherry Lemonade	750ml
vodka	35501	Stolichnaya Gala Appel	750ml
vodka	35505	Pinnacle Tropical Punch	750ml
vodka	41143	Sweet Carolina Lemonade	750ml
vodka	41062	Burnett's Pink Lemonade	1.75L
vodka	41167	Rain's Organic Honey Mango Melon	750ml
vodka	34087	Belvedere Black Raspberry	750ml
vodka	34161	Belvedere IX Vodka	750ml
vodka	64742	Ciroc Coconut	750ml
vodka	64764	Ciroc Red Berry	750ml

Additional Incentive to Provide ABC-Approved Seller/Server Training

EMPLOYEE training has always been crucial to the success of every business. Legislation passed in 2008 provided an additional incentive to educate your staff. The Board established a procedure whereby penalties for first offenses by licensees who can demonstrate they provided alcohol training to employees (approved in advance by the Board) will be less than for those who have not. Of course, ABC's free RSVP/MART classes qualify—or you may attend another qualifying program or create and conduct your own training program. (Please refer to the "Alcohol Seller/Server Training Approval" article on this page.)

All qualifying programs available to the licensee community are listed on our Web site.

For your convenience, all qualifying programs available to the licensee community are listed on ABC's Web site. Go to the "Licensee Resources" section and click on "ABC Licensee Training & Resources." ♦

RSVP & MART: Sign Up Today!

The RSVP & MART Winter 2010 schedule is featured on page 6 of this issue. Register online at www.abc.virginia.gov.

ABC Stores / Licensee Purchases

Mixed beverage licensees expressed interest in adding a major component to the Web site. The majority, 68 percent, said they would be very or somewhat likely to place orders through the ABC Web site, up from the 63 and 60 percent found in the 2006 and 2004 surveys.

Currently the agency is in the final stages of updating point of sale (POS) software and hardware in ABC stores. Included in the new software version is an enhancement to allow inventory tracking via handheld scanners. A pilot test is underway and full implementation of both the hardware and software is currently scheduled for early 2010.

The updated software incorporates new capabilities and functionality for licensee orders; however, these improvements do not provide for interactive online orders.

Providing for online orders by licensees is a priority and is in the plans for the future. The current plan is to begin development of this function after the rollout of the new POS is complete. Online licensee orders will be developed as a portion of e-commerce on the ABC Web site. If the project proceeds as planned, online orders for licensees will be functional in a year to two years.

Consider the Survey to be Ongoing

The VCU survey is just one of the tools ABC uses to evaluate our programs and progress. We encourage all licensees to provide feedback to assist us in serving you and accomplishing our mission. ♦

Your Feedback Is Valued!

All licensees are encouraged to ask questions and provide comments and suggestions on an ongoing basis. If you have a question or suggestion about Virginia ABC in general or specifically about the Licensee newsletter, please e-mail pubrel@abc.virginia.gov or call (804) 213-4413. We're eager to receive your ideas and comments.

www.abc.virginia.gov

2010 MART & RSVP Winter Schedule

January (RSVP)

1/12, Lynchburg
Lynchburg Regional ABC Office, 20353-A Timberlake Rd., 9 a.m.–12 p.m.

1/13, Richmond
Brown Distributing, 7986 Villa Park Dr., (two sessions) 9 a.m.–12 p.m. & 1 p.m.–4 p.m.

1/20, Chesapeake
Chesapeake Regional ABC Office, 1103 South Military Hwy., (two sessions) 9 a.m.–12 p.m. & 1 p.m.–4 p.m.

1/20, Hampton
Old Dominion University / Peninsula Higher Education Center 600 Butler Farm Rd., 9 a.m.–12 p.m.

1/21, Roanoke
Roanoke Regional ABC Office, 2943-D Peters Creek Rd., 9 a.m.–12 p.m.

1/27, Alexandria
Alexandria Regional ABC Office (Fairfax County), 6308 Grovedale Dr., (two sessions) 9 a.m.–12 p.m. & 1 p.m.–4 p.m.

February (MART)

2/10, Lynchburg
Lynchburg Regional ABC Office, 20353-A Timberlake Rd., 9 a.m.–3 p.m.

2/17, Abingdon
Southwest Virginia Higher Education Center, One Partnership Circle, 9 a.m.–3 p.m.

2/17, Chesapeake
Chesapeake Regional ABC Office, 1103 South Military Hwy., 9 a.m.–3 p.m.

2/17, Hampton
Old Dominion University / Peninsula Higher Education Center 600 Butler Farm Rd., 10 a.m.–4 p.m.

2/17, Richmond
Brown Distributing, 7986 Villa Park Dr., 10 a.m.–4 p.m.

2/24, Alexandria
Alexandria Regional ABC Office (Fairfax County), 6308 Grovedale Dr., 10 a.m.–4 p.m.

March (RSVP)

3/10, Charlottesville
Va. Dept. of Forestry, Fontaine Research Park, 900 Natural Resource Dr., Suite 800 (first floor), 1 p.m.–4 p.m.

3/17, Abingdon
Southwest Virginia Higher Education Center, One Partnership Circle, 9 a.m.–1 p.m.

3/17, Chesapeake
Chesapeake Regional ABC Office, 1103 South Military Hwy., (two sessions) 9 a.m.–12 p.m. & 1 p.m.–4 p.m.

3/17, Farmville
South Street Conference Bldg., 124 South St., 1 p.m.–4 p.m.

3/17, Hampton
Old Dominion University / Peninsula Higher Education Center, 600 Butler Farm Rd., 9 a.m.–12 p.m.

3/17, Richmond
Brown Distributing, 7986 Villa Park Dr., 1 p.m.–4 p.m.

3/31, Alexandria
Alexandria Regional ABC Office (Fairfax County), 6308 Grovedale Dr., (two sessions) 9 a.m.–12 p.m. & 1 p.m.–4 p.m.

[TBA], Fredericksburg
(See ABC Web site for location, date and time.)

REGISTER TODAY!

Register online and receive automatic e-mail confirmation and directions or parking instructions to the training site. For more information, contact VA ABC Education: Phone: (804) 213-4688 / E-mail: education@abc.virginia.gov

www.abc.virginia.gov



New Virginia Licenses Continue to Raise Questions and Eyebrows

PREVIOUS issues of the Licensee newsletter (available online at www.abc.virginia.gov) included information about the new driver's license and identification cards issued by the Virginia Department of Motor Vehicles (DMV). In response to questions received during seller/server training classes, please note the excerpts on this page from DMV's Web site. ♦

Q: What is the new issuance process?

A: To enhance security and reduce risks for fraud, DMV changed the method of issuing driver's licenses and identification cards from an over-the-counter process to issuance from a secure, central location. DMV no longer issues driver's licenses and ID cards in DMV customer service centers. Customers receive new secure licenses and ID cards by mail.

Q: What about the old card format?

A: All 74 DMV locations statewide use the new issuance process and all applicants for driver's license and ID cards receive the newly designed cards. Virginia credentials are valid for five to eight years. As a result, you will continue to see two Virginia card formats for at least eight years from July 2009.

Q: What should I use for identification before I get my driver's license or ID card in the mail?

A: As part of the new process, DMV returns your license or ID card to carry with a temporary driving permit (see graphic on this page) or ID card receipt until you receive your new license or ID card in the mail.


Q: What is a temporary driving permit?

A: A temporary driving permit [shown below] is issued to driver's license applicants and allows them the privilege to drive until the new license is received in the mail.

VIRGINIA'S **Secure**

Driver's Licenses and ID Cards


To increase security, DMV has changed the process of obtaining driver's licenses and ID cards. Whether you renew by Internet, mail, telephone or at a DMV office, you will receive your new card in the mail. If you have moved, make sure DMV has your new address.




Your new card

- ▶ New design
- ▶ State of the art security
- ▶ Symbols of Virginia pride

Visit www.dmvNOW.com for more information.





www.dmvNow.com

Security Safety Service Security Safety Service Security

More information is available from the DMV Web site:
www.dmv.virginia.gov/webdoc/citizen/drivers/factsheet.asp



Q: Can I use my temporary driving permit or receipt as identification?

A: No. A temporary driving permit or ID card receipt is not a form of identification because it does not contain any identifying information, such as a photograph. The temporary driving permit simply allows a customer the privilege to drive. Until your new license or ID card is received in the mail, it is important that you keep any existing license or ID, or make sure you have another form of identification such as a passport.



VIRGINIA DEPARTMENT OF
ALCOHOLIC BEVERAGE CONTROL

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P.O. Box 27491
Richmond, VA 23261-7491

PRESORTED
STANDARD MAIL
US POSTAGE
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RICHMOND VA
PERMIT NO 2051

FAQs

Q: Is it OK for my restaurant to offer a New Year's Eve package with a four-course dinner, champagne toast and open bar?

A: No. There will be no limitation placed by the Board upon the number of drinks that can be included in the price of a package. However, it is the responsibility of the licensee to place a reasonable limit upon the number of drinks included in the package price of an event. This interpretation does not, in any way, imply that it is permissible to offer or advertise unlimited drinks or beverages, "open bar," etc. Additionally, all other regulations regarding advertising, intoxication, happy hour, etc. must be adhered to by licensees conducting package deal events. If you have additional questions, please contact your assigned special agent.

www.abc.virginia.gov



The "I.D. Checking Guide" is a publication of the Drivers License Guide Company. It is used for reference and training wherever verifying identification is important. To order copies, please visit www.idcheckingguide.com or call toll-free 1-800-227-8827.